

Molly Humphrey

visual storyteller / graphic designer

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OBJECTIVE

To use my experience and expertise as a visual storyteller to create meaningful communication.

RELEVANT WORK EXPERIENCE

Mollypop Design, Owner, Graphic Designer (8/2013-present)

Responsibilities include:

- Working directly with clients to establish scope of work, budget and timelines
- Creating graphics, environmental design, POP, packaging, collateral pieces, and illustration for all clients' needs

Lee Tilford Agency, Senior Art Director (10/2007-7/2013)

Responsibilities included:

- Creating and enhancing brands and integrated advertising campaigns through print, environmental design, POP, packaging, collateral, television, web, and radio for various retail clients
- Writing copy for radio and print campaigns
- Managing photoshoots and art direction of TV commercials
- Assisting production
- Managing creatives, timelines and budgets.

Freelance Graphic Designer for Petsmart and others,

Art Director, Designer, Production Artist (2/2004-9/2007)

Responsibilities included:

- Contracted as full-time graphic designer for Petsmart Corporate focusing on in-store signage and communications. Managed and directed photoshoots, attended press-checks.
- Independently worked on concept, art direction, design and production of identity systems, collateral and environmental design for other clients including: Cold Stone Creamery, Park & Co, and Aquent

RELEVANT SKILLS

Visual Communication

Verbal Communication

Focus on Customer/Client

Interdepartmental Communication

Adobe Creative Suite

Multi-tasking

Self-Motivated

Drawing

Art Direction

Design Theory

Detail-Oriented

Good Eye for Design

Presentation

Prepress/Print Management

Respect for Managers/Team

Organization

Time Management

Quickly Learns New Processes

EDUCATION

Southwestern University Georgetown, TX

Fine Art major (1995-1997)

- Focus in drawing and printmaking
- Literary magazine and Art Club

University of Texas, Austin, TX

BFA with Honors in Design

(1998-2001)

- G.P.A.: 3.7
- Golden Key National Honor Society Member

PORTFOLIO WEBSITE

mollypopdesign.com

ETCETERA

Evening with the Authors

Lockhart, Tx (2007-2017)

Volunteered graphics for events benefiting children's programming at local library

STRONG & Zumba® Instructor

*Sheetz Shwellness Center,
Claysburg, PA*

References available upon request